Subject: RE: Postpone Marketing Committee Meeting
From: Alan Johnson <AlanJ@Victory-Group.com>
Date: 03/18/2016 03:26 PM
To: Lorena Parker <lparker@sanpedrobid.com>

Perfect thanks, have a great weekend!

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Friday, March 18, 2016 11:59 AM
To: Alan Johnson <AlanJ@Victory-Group.com>
Subject: Re: Postpone Marketing Committee Meeting

Alan,

I wanted the Board of Directors to vote on a clear path that the Marketing Committee can follow.

I will prepare that document and present it to the board for their approval at the next board meeting.

I will finish the draft on Monday and will be happy to send it to you for your input.

Best regards,

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
San Pedro Historic Waterfront
Business Improvement District
390 W. 7th Street | San Pedro, CA 90731
T 310.832.2183 | F 310.832.0685
Lparker@sanpedrobid.com
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On Fri, Mar 18, 2016 at 1:44 AM, Alan Johnson <AlanJ@victory-group.com> wrote:

> Lorena-
> I wanted to ask what the clear direction might look like, would it be the goals Greg mentioned at the last Marketing meeting? Would there be a written up proposed direction for the board to consider or would we start from scratch? I ask because developing this could be a long and involved process especially since there are such divergent opinions.
>
> I guess what I am saying is that it strikes me as committee work to develop proposed direction, goals and budget and present to the board for approval. Maybe I am not grasping what you are proposing and I am open to however you would like to handle it, I just wanted to share my thinking.
> Alan

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Monday, March 14, 2016 4:48 PM
To: San Pedro Historic Waterfront PBID <LParker@sanpedrobid.com>
Subject: Postpone Marketing Committee Meeting

Good afternoon,

In order to get clear direction for the Marketing Committee to follow, I have decided that the Board of Directors needs to pass a motion with clear direction/objectives of the Marketing Program before we can move forward.

Therefore, I am going to cancel the meeting that we had scheduled for this Thursday, March 17th to allow the board to pass a motion at our next board meeting.

Thank you for your kind attention.

Sincerely,

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
San Pedro Historic Waterfront
Business Improvement District
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